



RADIO SESSION

02/03/2023

MILAN

MIMM

EGTA MARKET INTELLIGENCE MEETING

Organised by **egta.**

Hosted by **Rai Pubblicità**

Welcome from the host and opening remarks

Gian Paolo Tagliavia, Chief Executive Officer, Rai Pubblicità

Rai Pubblicità

Radio & audio measurement landscape

What's at stake & what's next



Ania Lara, Head of Radio Research, egta

egta.

Total media measurement

Transition and launch of the new audio measurement in the Netherlands



Frans Kok, Director, NLO

NLO NATIONAAL
LUISTER
ONDERZOEK



Irena Petric, Audience measurement
lead, Ipsos (The Netherlands)

Ipsos

Advances in recall methodologies

Combining CATI & CAWI to futureproof radio measurement in Austria



Joachim Feher, CEO, RMS Austria

RMS

EAR hybrid measurement

Marrying CATI & electronic meter for radio measurement in France



Cécile Bertrand, Director of Research & Marketing, Total Audio, Médiametrie



Médiametrie

Radio 360 hybrid measurement

Bringing the vision to life in Australia: integrating diary, streaming & meter to measure total radio



Senior Executive to be confirmed, GfK



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SESSION 02 – INSPIRING RADIO & AUDIO EFFECTIVENESS RESEARCH

Radio and audio amplifying reach

Using TV panel to demonstrate the strength of radio in the local and global media mix



Andras Galavics, Radio Division and Head of Sales, **atmedia** Hungary



Investigate, Inform and Identify – delivering insights on radio consumption and attribution

How the Canadian market developed their radio landscape study and is pushing boundaries with market-level attribution solution.



Caroline Gianias, President, **RadioConnects**



More speakers to be confirmed

13:00 – 14:00 LUNCH BREAK

14:00 – 16:30 **SESSION 02 – INSPIRING RADIO AND AUDIO EFFECTIVENESS RESEARCH (continued)**

Generation Audio – new research by Radiocentre

Why commercial audio is growing and how advertisers can benefit.



Lucy Barrett, Client Director, **Radiocentre**



The magic of attention – how to increase campaign effectiveness

Innovative neuro-research which examines the attention to TV and radio commercials using EEG scans and eye tracking.



Sheng Song, Research Consultant, **Ster**



From Sound to Brand

New German research explores the power of sound for branding.



Uwe Domke, Head of Media Research & Data-Management, **RMS**



Jan Isenbart, Chief Research Officer, **ARD Media**



“Bothism” a modern marketing effectiveness manifest

How combining brand-building and performance activity can help us get the best out of brands today.



Tom Roach, VP Brand Strategy, Jellyfish

Jellyfish

The importance of research to promote radio

Showcase of egta's latest initiatives to promote the power of radio



Katerina Borovska-Mascia, Senior Manager – Marketing & Innovation, egta

egta.

16:30

END

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